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# ANTHURIUM PLANTS

## (*Andraeanum*)

### THE WORLD'S MOST EXOTIC TROPICAL FLOWER

Paradise Assortment of the Finest Varieties and Colors  
RED, PINK, CORAL, ORANGE, WHITE, SALMON, SCARLET, VARIGATED

Spring 1955



**Shipping Date:** Throughout Entire Year

**F. O. B.:** Nursery

**Terms:** 1/10/30

**Routing:** Railway Express Unless Otherwise Instructed

**Quality:** Inspected by State Department of Agriculture

**Minimum Quantity:** 1 Case — 25 Plants  
Any One Size

**Packing:** Each Plant Wrapped in Sphagnum Moss and Covered with a Cellophane Bag to Preserve Moisture

**Advertising Material:** Growing Instructions Included with Each Shipment

### SPECIFICATIONS

Size	Age of Plants	Leaf Sizes Width & Length	Height from Ground Level	Minimum Quantity 1 Case	Price Each	Price Per Case	Approx. Weight Per Case	Please Order by Code #
Seedling	6 Months	2 1/2-3 1/2 Inches	4- 8 Inches	25 Plants	\$1.60	\$ 40.00	6 lbs.	H-10
Small	6-12 Months	4 - 6 Inches	8-12 Inches	25 Plants	\$2.25	\$ 56.25	12 lbs.	H-11
Medium	12-18 Months	4 1/2-6 Inches	12-18 Inches	25 Plants	\$3.00	\$ 75.00	18 lbs.	H-12
Large	18-24 Months	6 - 8 Inches	18-24 Inches	25 Plants	\$4.75	\$118.75	38 lbs.	H-13

### SPECIAL PRICES ON LARGE QUANTITIES

Average Retail Cutflower Prices in Leading Cities ..... \$18.00-\$25.00 Per Dozen

Average Wholesale Cutflower Prices in Leading Cities ..... \$ 6.00-\$12.00 Per Dozen

Statistics—December, 1953 - June, 1954

### DETAILED DESCRIPTION AND CULTURAL INSTRUCTIONS

The Anthurium is a member of the Arum family, originating in Central America, and is unquestionably the world's most exotic tropical flower. The flowers last to perfection for a long time and if not cut, the plants are perpetually in bloom. As one flower fades another takes its place, so they are always "in season". When cut, the flowers last from four to six weeks and they are therefore fast becoming America's least expensive fresh flower. Anthuriums come in the most breathtaking variety of shades such as red, pink, coral, orange, white, salmon, scarlet and variegated. A healthy plant, at maturity, generally produces from 8 to 10 flowers each year.

Anthuriums grow best in a high humidity (75%-80%) and also a fairly high temperature of 80° average in daytime and no

cooler than 65° at night, however they tolerate a range of 45°-100°. They prefer shade, the smaller plants only need about 25% sunlight. All plants need protection from both wind and direct sunshine and ventilation should be held down to a minimum. For best results a mixture of woodshavings and peat moss should be used. Almost any good commercial fertilizer can be used. Frequent weak applications will greatly benefit the plants if applied every 2 or 3 weeks. They require good drainage. The plants are remarkably free from insects and diseases.

Anthuriums are propagated from seeds and suckers. Seeds form on the older flowers and may be planted in sphagnum moss and grown in the same manner as mature plants. Suckers are removed close to the stem and grown likewise.

**FLORIDA BULB COMPANY, Inc.**

2950 N. W. SEVENTH AVENUE, MIAMI 37, FLA.



# BIRD OF PARADISE PLANTS

(*Strelitzia Reginae*)

AMERICA'S MOST EXOTIC  
TROPICAL FLOWER  
SPRING 1955



**Shipping Date:** Throughout entire year.

**F.O.B.:** 50 plants any one size shipped F.O.B. nursery.  
100 plants, 4 and 6-inch—200 plants, 3-inch, delivered free anywhere in U.S.A.

**Terms:** 1/10/30.

**Routing:** Railway Express unless otherwise instructed.

**Quality:** Inspected by State Department of Agriculture.

**Minimum Quantity:** 1 case—50 plants any one size.

**Packing:** Each plant wrapped in moist-proof silver foil and sphagnum moss. Colorful lithograph picture attached to each plant with growing instructions.

**Advertising Material:** During flowering period, December to June, 3 long stemmed fresh cut flowers included free of charge in each shipment of 50 plants and 6 long stemmed cut flowers in each shipment of 100 plants.

## SPECIFICATIONS

Size Without Pot	Age of Plants	Height From Ground Level	Minimum Quantity 1 Case	Price Each	Price Per Case 50 Plants	Weight Per Case	Please Order By Code #
3 inch	1 Year	4- 5 Inches	50 Plants	\$ .50	\$25.00	20 Lbs.	G-10
4 inch	1 1/2 Years	6- 9 Inches	50 Plants	1.00	50.00	25 Lbs.	G-11
6 inch	2 1/2 Years	12-14 Inches	50 Plants	1.60	80.00	50 Lbs.	G-12

## SPECIAL PRICES ON LARGE QUANTITIES

Average retail cutflower prices in leading cities \$18.00—\$25.00 per dozen.

Average wholesale cutflower prices in leading cities \$7.50—\$9.00 per dozen.

STATISTICS—December, 1953 — June, 1954

## SEEDS — SCARCE

Mailed Free of Charge Anywhere in U.S.A.

100 Seeds — \$4.00

1,000 Seeds — \$35.00

10,000 Seeds — \$300.00

## DETAILED DESCRIPTION AND CULTURAL INSTRUCTIONS

The Bird of Paradise Plant (*Strelitzia Reginae*) belongs to the prosaic African banana family of herbs. It was named for Charlotte, Princess of Mecklenburg-Strelitz, who was queen to George III of Great Britain.

It is very different from the regular garden subject. This gorgeous flower with its unusual combination of red, yellow, blue and orange is a favorite of flower lovers everywhere. They last from two to three weeks after cutting by changing the water every two or three days.

This beautiful exotic tropical plant is easy to grow and requires very little care and attention. It is sun-loving, but will thrive very well in part shade, and prefers a fairly rich, well drained sandy loam soil. Deep planting should be avoided.

The juncture of the roots and plant should be about level with the soil surface.

Once a year fertilize with a top dressing of well rotted manure or a small amount of a well balanced plant food. The amount given will depend upon the size of the plant. Water moderately at all times; however, do not let the soil become soggy.

It can be grown outdoors in mild and tropical climates. In cold climates the plant may be grown in a pot or tub, setting the plant outdoors in mild weather and bringing it indoors during the cold season.

At maturity these plants may bear from 25 to 50 flowers at one time.

**FLORIDA BULB COMPANY, Inc.**

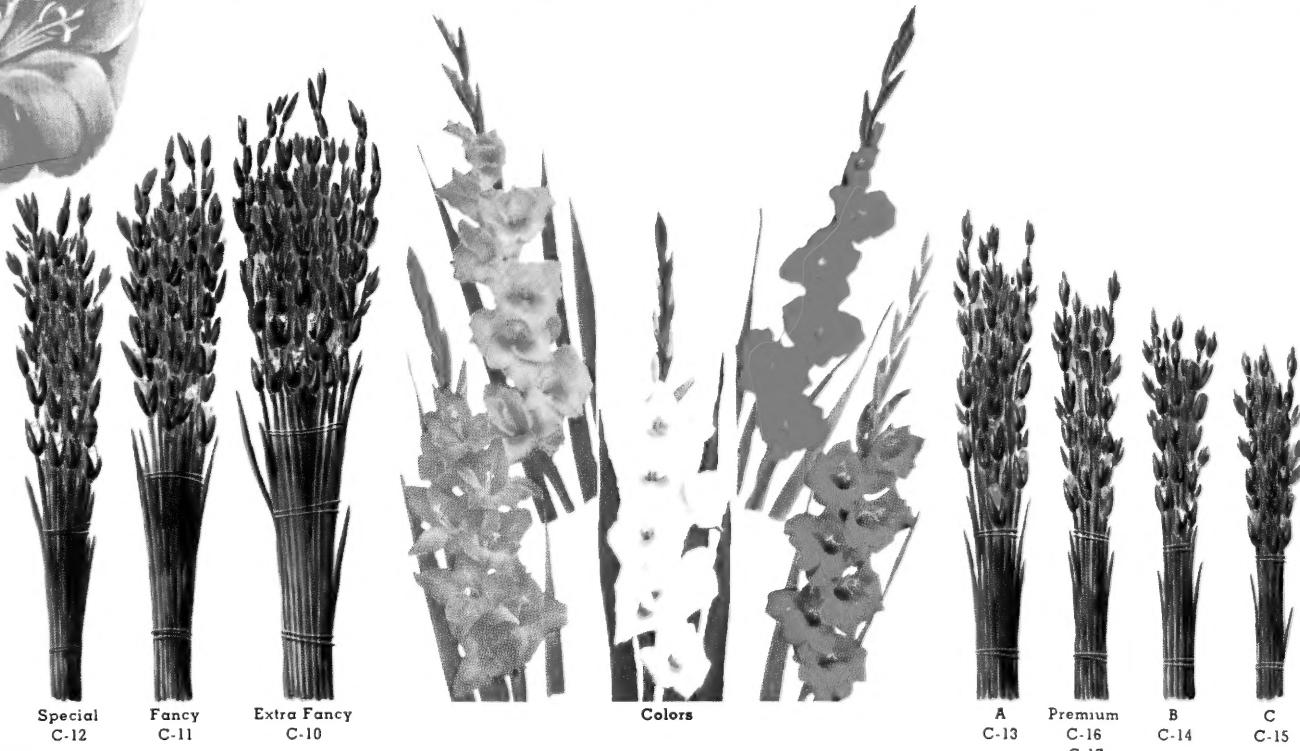
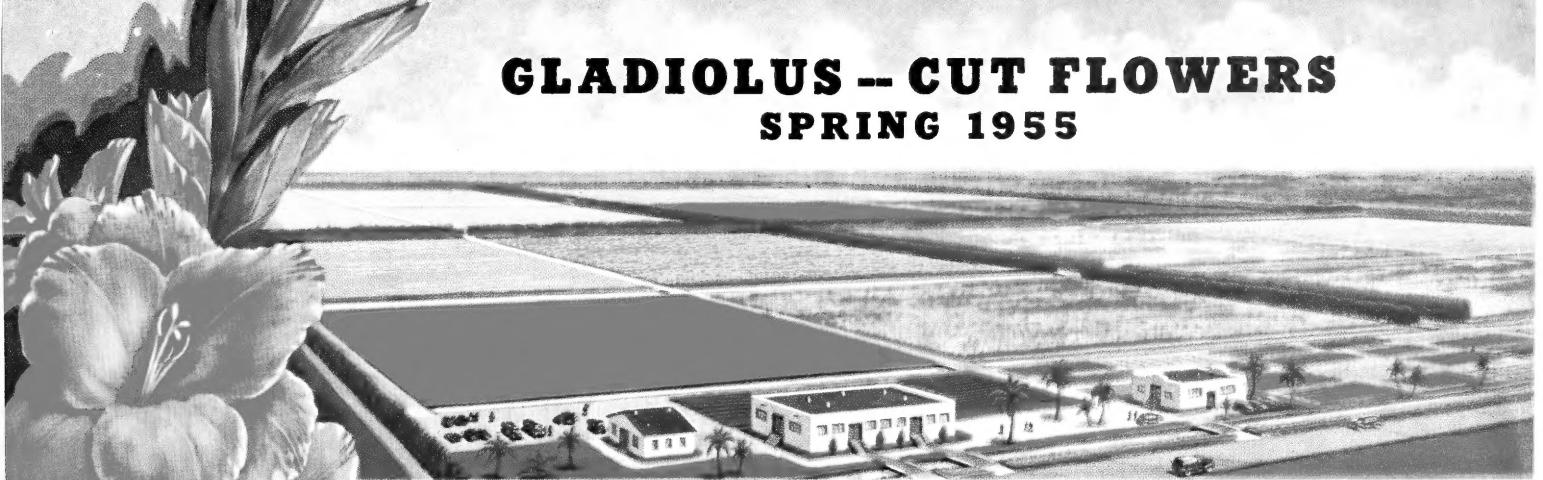
2950 N. W. SEVENTH AVENUE, MIAMI 37, FLA.

Effective 1/1/55



# GLADIOLUS -- CUT FLOWERS

## SPRING 1955



**Shipping Dates:** As indicated.

**F.O.B.:** Shipping points.

**Routing:** Refrigerated Express unless otherwise instructed.

**Terms:** 1/10/30.

**Minimum Quantity:** 1 Hamper.

**Packing:** In sturdy well-ventilated cardboard hampers, standard packing charge 75¢ per hamper.

**Assortment:** Well-balanced colors of standard cutflower varieties.

**Quality:** Graded as per specifications of the Florida Gladiolus Growers Association and the North American Commercial Gladiolus Growers.

### Shipping Points and Dates:

#### 12-MONTH SERVICE

From North Carolina—September 15-October 15

From North Florida—October 15-December 1

From South Florida—December 1-April 15

From North Florida—April 15-June 1

From North Carolina—June 1-July 1

From Virginia—June 1-July 15

From Western North Carolina—July 15-September 15

### SPECIFICATIONS

Grade	Price Per Dozen	Dozens Per Hamper	Price Per Hamper	Minimum Quantity	Weight Per Hamper	Please Order By Code #
<b>EXTRA FANCY</b>	<b>\$1.75</b>	<b>14</b>	<b>\$24.50</b>	<b>1 Hamper</b>	<b>70 Lbs.</b>	<b>C-10</b>
<b>FANCY</b>	<b>\$1.50</b>	<b>16</b>	<b>\$24.00</b>	<b>1 Hamper</b>	<b>65 Lbs.</b>	<b>C-11</b>
<b>SPECIAL</b>	<b>\$1.25</b>	<b>18</b>	<b>\$22.50</b>	<b>1 Hamper</b>	<b>60 Lbs.</b>	<b>C-12</b>
<b>A</b>	<b>\$1.00</b>	<b>22</b>	<b>\$22.00</b>	<b>1 Hamper</b>	<b>55 Lbs.</b>	<b>C-13</b>
<b>B</b>	<b>\$ .75</b>	<b>26</b>	<b>\$19.50</b>	<b>1 Hamper</b>	<b>50 Lbs.</b>	<b>C-14</b>
<b>C</b>	<b>\$ .50</b>	<b>30</b>	<b>\$15.00</b>	<b>1 Hamper</b>	<b>45 Lbs.</b>	<b>C-15</b>

### SPECIAL ASSORTMENT

Grade	Price Per Bunch of 8 Spikes	Bunches Per Hamper	Price Per Hamper	Minimum Quantity	Weight Per Hamper	Please Order By Code #
<b>PREMIUM</b>	<b>\$ .45</b>	<b>30</b>	<b>\$13.50</b>	<b>1 Hamper</b>	<b>40 Lbs.</b>	<b>C-16</b>
<b>PREMIUM</b>	<b>\$ .45</b>	<b>45</b>	<b>\$20.25</b>	<b>1 Hamper</b>	<b>55 Lbs.</b>	<b>C-17</b>

We Will Guarantee Sale of First Two Weekly Shipments on This Special Assortment  
Additional Shipments Regular Terms

**FLORIDA BULB COMPANY, INC.** • 2950 N. W. Seventh Avenue • Miami 37, Florida

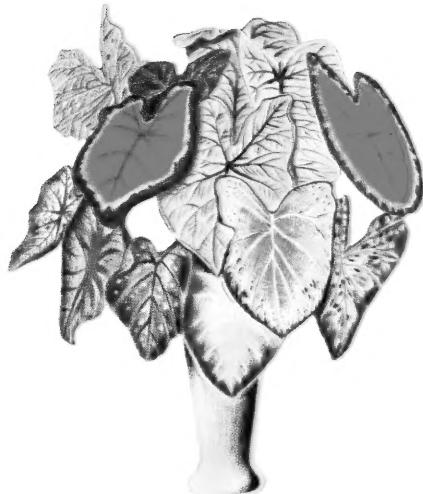
Effective 1/1/55



# FLORIDA GROWN FLOWER BULBS

## BULK

### SPRING 1955



Fancy Leaved Caladiums—B-17—B-21



Gladiolus—B-10—B-16



Giant Hybrid Amaryllis—B-22—B-26

**Brand:** FLORIBULB

**FOB:** Florida

**Shipping Date:** January 1 - July 1.

**Routing:** Railway Express (unless otherwise instructed) Special Florida Commodity Rate (ICC-7981) approximately 50% regular express rate.

**Terms:** 1/10/30

**Min. Quantity:** Gladiolus: 250 bulbs of any one size or color.

Caladiums: 1 carton

Amaryllis: 1 carton

**Display Material:** Colorful display cards supplied free of charge on items purchased.

#### GLADIOLUS — EXTRA SELECTED SUNSET MIXED COLORS

(Also available in 10 separate colors: Red, Pink, White, Yellow, Lavender, Salmon, Purple, Scarlet, Cream and Orange)

REGULAR COMMERCIAL SIZES		Price Each	Price Per 1000	Wgt. Per 1000	Please Order by Code #
# 3 size	(1 — 1 1/4 inches)	.015	\$15.00	30 lbs.	B-10
# 2 size	(1 1/4 — 1 1/2 inches)	.02	20.00	40 lbs.	B-11
# 1 size	(1 1/2 — 1 3/4 inches)	.025	25.00	60 lbs.	B-12
<b>LARGE FLORIDA SIZES</b>					
Top Size	(1 3/4 — 2 inches)	.03	\$30.00	80 lbs.	B-13
Exhibition Size	(2 — 2 1/2 inches)	.035	35.00	120 lbs.	B-14
Giant Size	(2 1/2 — 3 inches)	.04	40.00	160 lbs.	B-15
Mammoth Size	(3 — 3 1/2 inches)	.045	45.00	240 lbs.	B-16

#### FANCY LEAVED CALADIUMS (Mixed)

Size Inches	Packing Per Ctn.	Price Each	Price Per Ctn.	Wgt. Per Ctn.	Please Order by Code #
3/4-1	500	.07	\$35.00	18 lbs.	B-17
1 -1 1/2	250	.10	25.00	18 lbs.	B-18
1 1/2-2 1/2	100	.20	20.00	18 lbs.	B-19
2 1/2-3 1/2	50	.30	15.00	18 lbs.	B-20
3 1/2-Up	25	.50	12.50	18 lbs.	B-21

#### GIANT HYBRID AMARYLLIS (Mixed)

Size Inches	Packing Per Ctn.	Price Each	Price Per Ctn.	Wgt. Per Ctn.	Please Order by Code #
1 3/4-2	275	.09	\$25.00	55 lbs.	B-22
2 -2 1/4	250	.10	25.00	55 lbs.	B-23
2 1/4-2 1/2	175	.14	25.00	55 lbs.	B-24
2 1/2-2 3/4	150	.16	25.00	55 lbs.	B-25
2 3/4-3	100	.25	25.00	55 lbs.	B-26

**FLORIDA BULB COMPANY, Inc.**

2950 N. W. SEVENTH AVENUE, MIAMI 37, FLA.

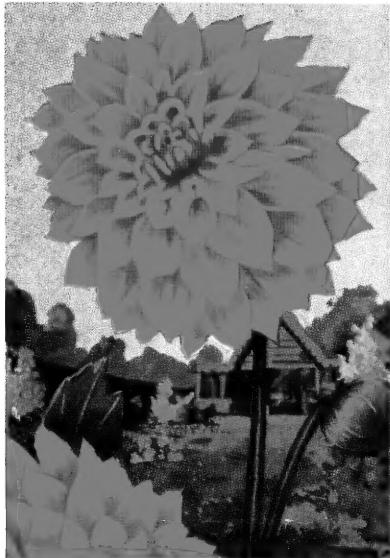
Effective 1/1/55



# GLADIOLUS and DAHLIA BULBS - IMPORTED FROM HOLLAND

(Packaged or Bulk)

Spring 1955



Dahlias—Decorative



Gladiolus



Dahlias—Cactus

**Shipping Date:** January 1 to July 1  
(Allow 4 to 5 weeks for delivery)

**F.O.B.:** New York City

**Terms:** 1/10/30

**Quality:** Inspected by both U. S. and Holland Departments of Agriculture

**Routing:** Railway Express (unless otherwise instructed). Special Commodity Rate.

**Minimum Quantity:** 1 Case (as indicated)

**Packaged Bulbs:** In ventilated Pliofilm bags, 4 1/4" x 10", with attractive colored pictures inserted in each bag, as illustrated. Quantity and planting directions indicated.

**Bulk Bulbs:** Packed in strong Holland export cases. Colored display pictures supplied free of charge with bulk orders.

**Assortment (Packages):** GLADIOLUS: 120 bags with bulbs of mixed colors, or 5 separate colors (30 bags red varieties, 30 pink, 30 white, 15 yellow, and 15 lavender) of any one size bulbs: DAHLIAS: 90 bags, 5 separate colors (30 bags of red varieties, 15 pink, 15 white, 15 yellow, and 15 lavender, either Decorative or Cactus.

**Assortment (Bulk):** GLADIOLUS: Mixed colors, or 5 separate colors in multiples of 250 each red, pink, white, yellow, and lavender. DAHLIAS: Mixed colors, or 5 separate colors (20 each red, pink, white, yellow, and lavender), either Decorative or Cactus.

## SPECIFICATIONS PACKAGES

BULBS Per Bag	GLADIOLUS—Size	Price Per Bag	Bags Per Case	Minimum Quantity	Price Per Case	Weight Per Case	Please Order By Code #
6	14/16 c.m. (1 1/4 — 2 ")	.19	120	1 Case	\$22.80	85 Lbs.	J-10
10	12/14 c.m. (1 1/2 — 1 3/4")	.25	120	1 Case	30.00	85 Lbs.	J-11
15	10/12 c.m. (1 1/4 — 1 1/2")	.27	120	1 Case	32.40	85 Lbs.	J-12
25	8/10 c.m. (1 — 1 1/4")	.35	120	1 Case	42.00	85 Lbs.	J-13
<b>DAHLIAS—Size</b>							
<b>1 Clump</b>	<b>Consisting of several Divisions</b>	<b>.25</b>	<b>90</b>	<b>1 Case</b>	<b>\$22.50</b>	<b>35 Lbs.</b>	<b>J-14</b>

## SPECIFICATIONS BULK

BULBS Per Case	GLADIOLUS—Size	Price Each	Price Per 1,000	Minimum Quantity	Price Per Case	Weight Per Case	Please Order By Code #
1,500	14/16 c.m. (1 1/4 — 2 ")	.025	\$25.00	1 Case	\$37.50	130 Lbs.	J-15
2,500	12/14 c.m. (1 1/2 — 1 3/4")	.02	20.00	1 Case	50.00	130 Lbs.	J-16
3,750	10/12 c.m. (1 1/4 — 1 1/2")	.015	15.00	1 Case	56.25	145 Lbs.	J-17
6,000	8/10 c.m. (1 — 1 1/4")	.0125	12.50	1 Case	75.00	150 Lbs.	J-18
<b>DAHLIAS—Size</b>							
<b>100 Clumps</b>	<b>Consisting of several Divisions</b>	<b>.225</b>		<b>1 Case</b>	<b>\$22.50</b>	<b>40 Lbs.</b>	<b>J-19</b>

FLORIDA BULB COMPANY, Inc.

2950 N. W. SEVENTH AVENUE, MIAMI 37, FLA.

Effective 1/1/55



# FLORIDA-GROWN GLADIOLUS BULBS

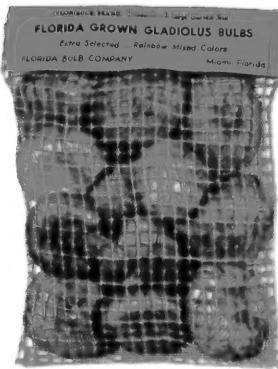
Extra Selected, Sunset Mixed Colors

PACKAGED

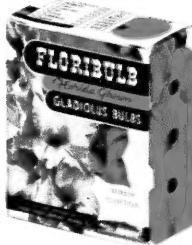
**SPRING 1955**



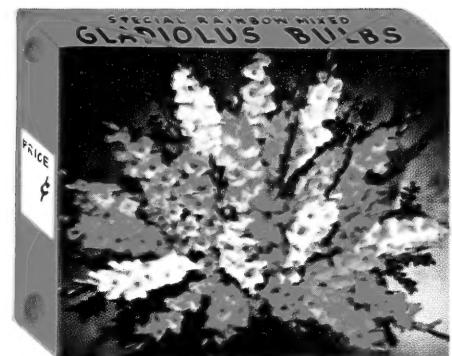
Mesh Bag No. 4 — 6 $\frac{3}{4}$  x 12"



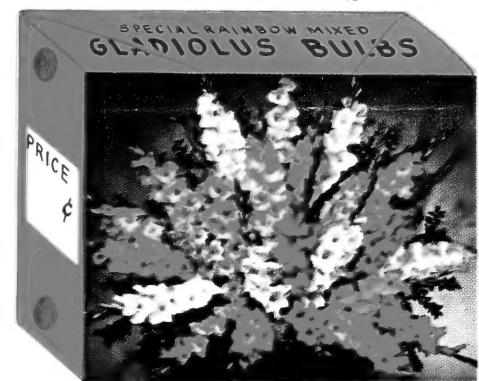
Mesh Bag No. 3 — 5 x 6 $\frac{1}{2}$ "



Box No. 5 — 3 $\frac{1}{4}$  x 4 x 1 $\frac{3}{4}$



Box No. 1 — 6 x 5 x 1 $\frac{1}{2}$ "



Box No. 2 — 6 x 5 x 2 $\frac{1}{2}$ "

**Brand:** FLORIBULB

**F.O.B.:** Miami, Florida

**Routing:** Railway Express (unless otherwise instructed). Special Florida Commodity Rate ICC-7981, approximately 50% regular express rate.

**Shipping Date:** January 1 - July 1.

**Minimum Quantity:** 1 Carton any one size.

**Terms:** 1/10/30.

**Boxes:** Quantity, size bulbs and cultural instructions indicated. Space provided for retail price. Ventilated to preserve appearance and prevent deterioration.

**Bags:** Label attached indicating quantity and size bulbs per bag, also cultural instructions. Colorful display cards supplied free of charge with all bag orders.

## SPECIFICATIONS

BULBS Per Unit	Trade Size	Unit Description	Price Per Unit	Units Per Carton	Price Per Carton	Weight Per Carton	Please Order By Code #
1	Mammoth	Box No. 5	.12	60	\$ 7.20	18 Lbs.	F-10
2	Giant	Box No. 5	.12	60	7.20	18 Lbs.	F-11
3	Exhibition	Box No. 5	.12	60	7.20	18 Lbs.	F-12
4	Top	Box No. 5	.12	60	7.20	18 Lbs.	F-13
3	Mammoth	Box No. 1	.22	60	\$13.20	40 Lbs.	F-14
4	Giant	Box No. 1	.22	60	13.20	40 Lbs.	F-15
6	Exhibition	Box No. 1	.22	60	13.20	40 Lbs.	F-16
7	Top	Box No. 1	.22	60	13.20	40 Lbs.	F-17
9	Special	Bag No. 3 or Box No. 5	.22	60	13.20	18 Lbs.	Bag F-18—Box F-21
12	Commercial	Bag No. 3 or Box No. 5	.22	60	13.20	18 Lbs.	Bag F-19—Box F-22
18	Garden	Bag No. 3 or Box No. 5	.22	60	13.20	18 Lbs.	Bag F-20—Box F-23
6	Mammoth	Box No. 2	.40	36	\$14.40	48 Lbs.	F-24
9	Giant	Box No. 2	.40	36	14.40	48 Lbs.	F-25
12	Exhibition	Box No. 2	.40	36	14.40	48 Lbs.	F-26
15	Top	Box No. 2	.40	36	14.40	48 Lbs.	F-27
18	Special	Box No. 1	.40	36	14.40	22 Lbs.	F-28
24	Commercial	Box No. 1	.40	36	14.40	22 Lbs.	F-29
36	Garden	Box No. 1	.40	36	14.40	22 Lbs.	F-30
12	Mammoth	Bag No. 4	.75	24	\$18.00	60 Lbs.	F-31
18	Giant	Bag No. 4	.75	24	18.00	60 Lbs.	F-32
24	Exhibition	Bag No. 4	.75	24	18.00	60 Lbs.	F-33
30	Top	Bag No. 4	.75	24	18.00	60 Lbs.	F-34
36	Special	Box No. 2	.75	24	18.00	28 Lbs.	F-35
48	Commercial	Box No. 2	.75	24	18.00	28 Lbs.	F-36
72	Garden	Box No. 2	.75	24	18.00	28 Lbs.	F-37

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Effective 1/1/55

